

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA IMMEDIATE

UNCLAS STATE 178801

E.O. 11652: N/A

TAGS: EPAP, CA

SUBJECT: GOC LABELING REQUIREMENTS

REFS: A) OTTAWA 2800; B) OTTAWA 1919

1. IN RESPONSE TO REFTTEL A, EMBASSY SHOULD INFORM GOC THAT
USG WISHES TO PARTICIPATE JOINTLY IN JULY 30 MEETING WITH
AUSTRALIA AND ANY OTHER INTERESTED PARTIES TO DISCUSS
CANADIAN LABELING REGULATIONS FOR MEAT.

2. DURING JOINT DISCUSSIONS, TO CLEAR UP ANY MISUNDER-
STANDINGS REGARDING US POSITION ON NEW CANADIAN LABELING
REGULATIONS, USG REP SHOULD INDICATE THAT ABSENCE OF FORMAL
USG PROTEST TO DATE SHOULD NOT BE VIEWED BY GOC AS MEANING
US HAS NO OBJECTIONS TO CANADIAN LABELING REGULATIONS.

3. USG IS IN FACT SERIOUSLY DISTURBED BY NEW GOC REGULATION
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REQUIRING DUAL LABELING ON WHOLESALE AND/OR BULK MEAT

CARTONS. COMPLAINTS RECEIVED BY US MEAT INDUSTRY OFFICIALS STRESS THAT SPECIALIZED LABELING CREATES A TRADE HINDRANCE WHICH WILL ADVERSELY AFFECT US MEAT SHIPMENTS TO CANADA AND REDUCE EXPORT FLEXIBILITY BETWEEN MARKETS. IN ADDITION TO POTENTIAL LIMITATIONS ON US TRADE TO CANADA, THE NEW LABELING REQUIREMENTS WILL INVOLVE CONSIDERABLE COST TO THE

INDUSTRY IN ADOPTING NEW PACKAGE LABELING. WE ARE CURRENTLY WORKING CLOSELY WITH THE INDUSTRY TO DETERMINE SPECIFIC EXPORT TRADE INTEREST THAT WILL BE AFFECTED BY THE NEW REGULATIONS IN ORDER TO OFFICIALLY REQUEST GOC EXEMPTIONS FOR THESE MEATS.

4. USG SHOULD ADVISE THE GOC THAT IT FULLY SUPPORTS THE PRINCIPAL OBJECTIONS IN AUSTRALIA'S REPRESENTATIONS (REFTEL B) I.E., REQUESTING WHOLESALE MEAT NOT SOLD AT THE RETAIL LEVEL BE EXCLUDED FROM THE NEW REGULATIONS. SIMILARLY, WE SHOULD INDICATE THAT WE ALSO QUESTION THE NEED FOR WHOLESALE DUAL LABELING WHICH PROVIDES NO APPARENT IMPROVEMENT IN HEALTH OR CONSUMER PROTECTION, AND WOULD APPRECIATE CLARIFICATION OF THE LEGAL BASIS FOR APPLYING THESE REGULATIONS TO WHOLESALE PACKAGES.

5. THE GOC SHOULD ALSO BE ADVISED THAT IN ADDITION TO RESOLVING THE IMMEDIATE LABELING PROBLEM WITH MEAT, THE USG IS CONCERNED AND WOULD HAVE DIFFICULTIES IF DUAL LABELING FOR WHOLESALE MEAT PRODUCTS WERE TO ESTABLISH A PRECEDENT FOR SIMILAR REQUIREMENTS ON OTHER COMMODITIES. INGERSOLL

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